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FREE GUIDE FOR LAW FIRMS

12 Video Hooks That Work for Law Firms

The opening lines that stop the scroll in personal injury, criminal defense and family law, with the reason each one works.

PERSONAL INJURY | CRIMINAL DEFENSE | FAMILY LAW

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BEFORE YOU START

The hook is the whole game.

On Facebook, Instagram, TikTok and YouTube Shorts, viewers decide whether to keep watching before you finish your first sentence. That sentence is your hook. Get it right and the rest of your video gets a chance. Get it wrong and nobody hears your experience, your results or your call to action.

Legal hooks carry an extra burden. The people watching are often scared, overwhelmed or skeptical of lawyers. A good legal hook doesn't shout. It names the exact moment the viewer is living in, then promises something useful.

Every hook in this guide has three ingredients

1

A specific moment

"The adjuster just called" beats "Were you in an accident?" Specific details make viewers feel seen.

2

Real stakes

Something the viewer could lose, protect or get wrong. Stakes turn a passive scroll into attention.

3

An open loop

A question, number or promise that the rest of the video pays off. It gives viewers a reason to stay.

How to use this guide

Each hook comes with three things: the **pattern** behind it, **why it works** on legal prospects, and a **filming note** to make the first three seconds land. Steal the pattern, not just the line. Rewrite each hook in your own voice, for your state and your practice area, then test a few versions against each other in your ads.

Inside: 4 personal injury hooks · 4 criminal defense hooks · 4 family law hooks · a pre-recording checklist

01

THE PATTERN

The Villain Reveal

> **"The adjuster who called you after your accident sounds friendly. That's their job.**

WHY IT WORKS

It drops the viewer into a moment most injury prospects have just lived: a polite call from the other side's insurer. Reframing that friendliness as strategy creates instant tension and casts your firm as the only one in the story working for the viewer. It educates without making a single claim about what a case is worth.

FILM IT LIKE THIS	Hold a phone to your ear for the first second, then lower it and look into the lens. On-screen text: **"Don't trust the friendly call."**

02

THE PATTERN

The Mistake Warning

> **"Don't say these three words to an insurance company after a crash.**

WHY IT WORKS

A specific number opens a loop the brain wants to close, and the negative framing triggers a quick self-check: *did I already say that?* Viewers stay to find out. The payoff ("I feel fine") is simple, shareable and useful even if they never call you, which is exactly what makes them remember you when they do need a lawyer.

FILM IT LIKE THIS	Count the words on your fingers as you reveal them. Keep the whole video under 30 seconds.

03 THE PATTERN
The Symptom Mirror

> **You felt fine at the scene. Two days later, you can't turn your neck. Here's why that matters for your claim.**

WHY IT WORKS

Delayed pain is a common reason injured people hesitate to call a lawyer. They assume it's too late or too minor. Describing their experience back to them builds trust in two sentences, then turns that worry into a reason to act now.

FILM IT LIKE THIS	Open on a close-up while you rub the back of your neck. Caption the first line word for word, since many viewers watch on mute.

04 THE PATTERN
The Power Imbalance

> **The insurance company already has people working on your claim. Who's working for you?**

WHY IT WORKS

It reframes hiring a lawyer from "being aggressive" to "evening the odds," which removes a big objection for people who don't see themselves as the suing type. Ending on a question makes the viewer answer it in their head. The answer is you.

FILM IT LIKE THIS	Cut between a stack of claim files and you at your desk. Pause a full beat after the question before you continue.

05 THE PATTERN
The Rights Reframe

> **If an officer asks, “Mind if I search your car?” — that’s a question, not an order.**

WHY IT WORKS

Know-your-rights content earns saves and shares because it’s useful before anyone needs a lawyer. That builds familiarity, so when a viewer or someone they love is arrested, your face is the one they remember. Keep the explanation accurate and general for your jurisdiction.

FILM IT LIKE THIS	Film from the driver’s seat of a parked car. On-screen text: **“You can say no.”**

06 THE PATTERN
Relief + Roadmap

> **Getting arrested isn’t the same as getting convicted. Here’s what happens next.**

WHY IT WORKS

Right after an arrest, people are in panic mode and searching for what comes next. This hook lowers the temperature first, then promises a clear sequence. Calm, step-by-step content signals competence, which is exactly what a frightened prospect is shopping for.

FILM IT LIKE THIS	Slow, steady delivery. Number each step with on-screen text so the video reads like a checklist.

07

THE PATTERN

The Second-Person Scenario

> **Your son just called from jail. Before you do anything else, watch this.**

WHY IT WORKS

In many criminal cases, the person researching and paying for a lawyer isn't the defendant. It's a parent, spouse or sibling. Speaking directly to them in their worst moment makes the video feel made for them alone. Swap in daughter, husband or brother to test which audience responds.

FILM IT LIKE THIS	Tight framing, serious tone, no music for the first three seconds. Run it as a paid social ad to adults in your service area.

08

THE PATTERN

The Contrarian Truth

> **The worst thing you can do after an arrest is try to explain yourself.**

WHY IT WORKS

It contradicts a strong instinct: innocent people want to clear things up. When a hook challenges what the viewer believes is the right move, they stay to hear why. The payoff reinforces your firm's core advice to talk to a lawyer first.

FILM IT LIKE THIS	Deliver the line straight to camera with no intro. On-screen text: **"Stop talking."**

09

THE PATTERN

The Immediate Consequence

> **What you text your ex tonight could end up in front of a judge.**

WHY IT WORKS

It connects an everyday action to a high-stakes outcome, and “tonight” makes it urgent. Nearly everyone in a divorce or custody dispute is texting a co-parent, so the hook reaches almost every prospect in your funnel, not just the ones ready to file.

FILM IT LIKE THIS	Open on a thumb hovering over the send button. Pay it off with three practical texting rules.

10

THE PATTERN

The Pause Button

> **Thinking about moving out before the divorce? Watch this first.**

WHY IT WORKS

It catches people at a decision point, before they act. Depending on the state, leaving the home can affect custody and property questions, and most people have no idea. A “watch this first” hook positions your firm as the calm adviser who prevents an expensive mistake.

FILM IT LIKE THIS	Film with packed boxes or a suitcase in frame. Keep the advice general and point to a consultation for their specifics.

11

THE PATTERN

Permission + Relief

> **Divorce doesn’t have to mean a courtroom war.**

WHY IT WORKS

Many people put off calling a family lawyer because they picture a long, ugly fight. This hook gives them permission to take the first step by showing another path, like mediation or collaborative divorce. It also widens your audience to people who aren’t ready for litigation yet, which is often the largest group.

FILM IT LIKE THIS	Warm lighting, relaxed delivery, seated if it feels natural. The softer tone is the point.

12

THE PATTERN

The Insider View

> **Here’s what a judge actually looks at when deciding custody.**

WHY IT WORKS

Parents are anxious about the unknown. Promising a look behind the bench taps curiosity and fear at the same time, and it positions the attorney as someone who knows how the room works. Tie it to your state’s best-interest factors so the content stays accurate.

FILM IT LIKE THIS	Work through the factors on a legal pad. Break it into a series and end each video with “Part two tomorrow.”

THE PLAYBOOK

Before you hit record

A great hook can still fail if the first three seconds are cluttered. Run every video through this checklist.

Hook first, logo never.
No intro animation, no firm name, no “Hi, I’m attorney…” up front. Introduce yourself after you’ve earned the attention.

Say it and show it.
Put the hook on screen as text in the very first frame, and keep captions on for the whole video.

One video, one idea.
If the hook promises one answer, deliver one answer. Save the rest for the next video.

Record three openings per script.
Film the same body with different hooks, then let your ad data pick the winner.

End with a clear next step.
Tell viewers exactly what to do: call, book a consultation or comment with a question.

Run it past your bar’s rules.
Advertising rules vary by state. Avoid guarantees and outcome promises, check any “specialist” or “expert” language, and include required disclaimers.

The hooks in this guide are examples for educational and marketing purposes and are not legal advice. Review all advertising content against your state bar’s rules before publishing.

DuoDigital

Great hooks get the view.
A system gets the case.

A video that stops the scroll is only the first step. If nobody sees it, or the call that follows goes to voicemail, the hook never turns into a client.

DuoDigital helps law firms turn attention into signed cases. We run paid media across Google Ads, Local Services Ads and Meta, then build the intake automation that answers, qualifies and follows up with every lead.

Book a strategy call

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